



Factors used to determine a website trust score																
Website Contents																
Email address	1 point	<div>25</div> <div>24</div> <table><tr><th>Score</th><th>Total Points</th></tr><tr><td>9 - 10</td><td>66+</td></tr><tr><td>7 - 8</td><td>50 to 65</td></tr><tr><td>5 - 6</td><td>15 to 49</td></tr><tr><td>3 - 4</td><td>10 to 14</td></tr><tr><td>1 - 2</td><td>1 to 9</td></tr><tr><td>0</td><td>0</td></tr></table>	Score	Total Points	9 - 10	66+	7 - 8	50 to 65	5 - 6	15 to 49	3 - 4	10 to 14	1 - 2	1 to 9	0	0
Score	Total Points															
9 - 10	66+															
7 - 8	50 to 65															
5 - 6	15 to 49															
3 - 4	10 to 14															
1 - 2	1 to 9															
0	0															
Postal address (not a PO box)	1 point															
Brick & Mortar for clients to visit	1 point															
Phone number available	1 point															
Toll free phone number	1 point															
A person answers the phone	1 point															
Privacy statement page	2 points															
Website Features																
Secure Billing Pages	2 points															
Top 100 traffic ranking	50 points															
Top 1,000 traffic ranking	40 points															
Top 10,000 traffic ranking	10 points															
Top 100,000 traffic ranking	5 point															
Top 1,000,000 traffic ranking	1 point															
Third party validation																
ValidatedSite.com	55 points															
Truste.com	5 points															
BBB	5 points															

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FIG. 3